

What Do People Value Most in Healthcare Brands?

To be hugely successful, understanding your target's personal values is the most important piece of the marketing puzzle. It's the difference between being the brand they trust more than anything with their health and one they don't. Because healthcare decision makers span all generations, you need the bird's eye view AND the deep dive. This kind of research and strategy building is something we geek out about here at ChappellRoberts, so we're sharing our report on the very people you're trying to engage.

Put Your Data in Full Drive

We mix the best research tools in the game, like national consumer surveys and AI data, to give our clients the most accurate information for a smartened-up marketing strategy. You'll narrow in on what matters to your audience and leverage it throughout campaigns for jaw-dropping results.

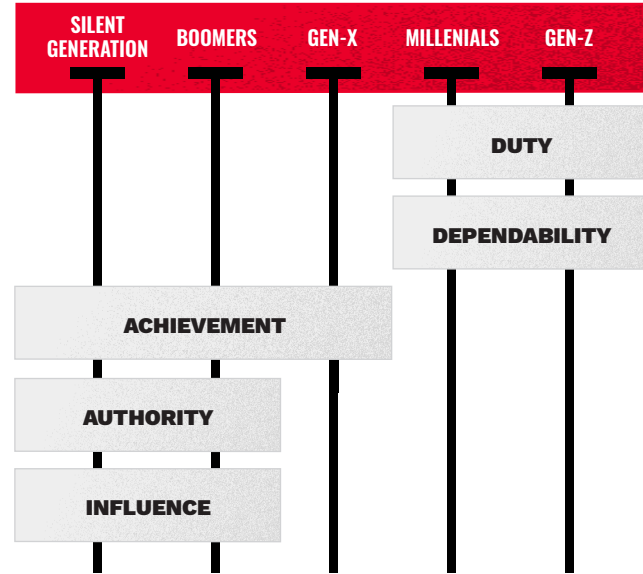
Tell Me More

This is just a taste of the layers of insights we get into. If you want to learn more about your specific audience and exactly how to appeal to them, let's chat.

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HEALTHCARE GENERATIONS: LEAST IMPORTANT VALUES



HEALTHCARE GENERATIONS: MOST IMPORTANT VALUES

